

Hi, I'm Mark Murphy and I'm trying to start up a small business record label in Texas.

I am also a recording artist and songwriter. We are struggling to get our music heard on the radio.

The local DJs in Dallas/Ft. Worth cannot play anything that is not approved by the huge corporation Clear Channel.

Please help us by defining what "local programming" is so they can play our CDs.

Local programming should be defined as that directed specifically to the local audience, or within a 100 mile radius of the station. It should be locally produced and originate locally, not sent here by some Hollywood or New York conglomeration. The decisions to air should be made locally as well.

Local programs might include public service, independent record productions and music (yes, such as ours) that are made locally, as well as community recordings and shows.

Local stations should be given local broadcast points or whatever, much as they do for public service announcements, and be required to achieve a certain number in a specified timeframe.

We know for a fact that certain DJs and radio producers receive gifts and bribes for putting on certain programming that is outside of the realm of paid advertising. This needs to stop! How can independent small businesses make it in this atmosphere?

Thanks for taking time to read my message and hopefully acting on it.]

-Mark Murphy
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